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Voluntary Internal

Date: 5/24/2013

GAIN Report Number: HK1321

Hong Kong

Post: Hong Kong

HOFEX 2013

Report Categories:

Trade Show Evaluation

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Report Highlights:

U.S. Exhibitors reported great success at HOFEX 2013. Over 40 U.S. exhibitors showcased 330 new products at this largest food and beverage trade show in Hong Kong. U.S. exhibitors reported on-site sales of US\$13.8 million and projected 12-month sales of US\$30.26 million at the show. More than 1,900 exhibiting companies from over 40 countries and regions participated in the show. A total of 35,000 professional buyers from Hong Kong and the region attended the show. The next HOFEX will be held in May 2015 and poised to create more opportunities for U.S. exhibitors.

General Information:

1. Name of Show: HOFEX 2013
(The 15th Asian International Exhibition of Food and Drink, Hotel, Restaurant and Foodservice Equipment, Supplies and Service)
2. Dates: May 7-10, 2013
3. City/Country: Hong Kong Convention & Exhibition Center

I. STATISTICAL SUMMARY**A. Profile of Visitors****Count**

1	Total number of show visitors (estimated)	35,000
2	Estimated number of visitors to the U.S. Pavilion	32,000
3	Number of serious trade contacts made by U.S. companies	404

B. Profile of U.S. Pavilion

1	Size in square meters	648
2	Number of booths	41
3	Number of guests at U.S. trade reception	120
4	Number of U.S. firms & trade associations	41

C. Product/Sales Information

1	Number of products test marketed	330
2	Total on-site sales	US\$13.8 million
3	Total projected 12-month sales resulting from the show	US\$30.26 million
4	Products that generated the most buyer interest: Ice cream, seafood, cranberries, dried nuts, potatoes	

D. Show Expenses

1	ATO Lounge – Design & Construction	\$5,000
2	Breakfast Briefing	\$2,430
3	Reception	\$8,470
4	Ground Transportation	\$350

	Total Expenses (aggregate of items 1-4)	\$16,250*
	* Expenses for these items will be covered by Enhancement Funding of National Association of State Departments of Agriculture (NASDA).	
	An estimated amount of \$680 for POP materials delivery costs and miscellaneous will be covered by CSSF fund.	

E. Exhibitor Expenses and Revenues

N/A

II. FAS FIELD EVALUATION

A. Show Objectives:

- Expand the imports of high quality U.S. food ingredients to this market.
- Promote the sale of U.S. food products to the Hong Kong, Macau and China food trade, retail and food service industries.
- Promote FAS services to American, local and other Asia Pacific country traders, especially those from Mainland China.
- Build new relationships and strengthen existing relationships with FAS trade contacts from the food trade, retail and food service sectors.
- Acquire a better understanding of the global as well as regional food trade and local market.
- Assist U.S. exhibitors understanding of the Hong Kong market as well as the regional market, and introduce them to local and regional food traders
- Create an optimal environment for U.S. exhibitors to meet and explore business opportunities with regional trade contacts.

B. Show Highlights:

May 6 (Mon)	Market Briefing for U.S. Exhibitors
	Tour of F&B Retail Markets
May 7 (Tues)	Promotion of U.S. Bone-in Beef at HOFEX
May 9 (Thurs)	ATO Hong Kong Reception for U.S. Exhibitors

Market Briefing: The briefing provided an excellent opportunity for the 40-odd U.S. exhibitors to acquire an understanding and update on the food and beverage markets in Hong Kong and the region.



Market Briefing

Tour of Wet Market & Retail Stores: After the Briefing, U.S. Exhibitors visited an outdoor local retail market to acquire understanding of the more traditional retail distribution channel in Hong Kong. U.S. exhibitors were impressed by the broad range of fresh meat, poultry, seafood and vegetables available at the wet market. After visiting the traditional wet market, U.S. exhibitors were able to visit more western, modern and top-end retail store “Three Sixty” where they could see a wide range of natural, organic and packaged products from the U.S. and Europe, while also gaining a better perspective on the opportunities for their products to be sold in similar outlets.



Tour of Local Wet Market



Tour of Three Sixty Store

U.S. Bone-in Beef Tasting: U.S. bone-in beef regained market access to Hong Kong in February 2013. To promote the return of this quality product to the Hong Kong market, post organized a tasting event and invited over 100 contacts from the HRI and meat industry to taste a wide variety of high quality U.S. bone-in beef at HOFEX.



U.S. Bone-in Beef Cooking Demo



U.S. Bone-in Beef Tasting

Reception: More than 120 buyers from the local and regional retail/HRI sector and U.S. exhibitors attended the reception, which helped connect U.S. exhibitors with and potential buyers in Hong Kong, China, Macau and the region.



Trade Reception



Trade Reception

C. Show's Success in Achieving the Objectives:

Number of Visitors: More than 1,900 exhibiting companies from over 40 countries and regions participated in the show. A total of 35,000 professional buyers from 86 countries and the region attended the show over 90% (circa 32,000) had visited the U.S. Pavilion, which had an area of 648 sq. m. and a over 40 participating U.S. companies/organizations.

Success Stories: U.S. exhibitors were able to gauge many business opportunities during the show and reported on-site sales of US\$13.8 million and projected sales in the next 12 months of US\$30.26 million for all U.S. exhibitors. Among them, American Food Services, Alaska Seafood Marketing Institute, Intermountain Brands Corporation, Marian Premium Dried Fruits, Trans USA Corporation, Sterling Organic and Idaho Potato Commission had particularly great success during the show where each of their sales under negotiation was US\$1 million or over.

D. Suggestions for Improving Future Shows:

Services of the Show's Agent in the U.S.: Exhibitors were generally satisfied with the services provided by the Show's agent in the U.S. – Oak Overseas Ltd.

Facilities at the show: Exhibitors commended the free internet service points and also refreshments available at the ATO Lounge.

E. Suggestions for Improving FAS/W Management or Support of Show:

Post greatly appreciates the Enhancement funding support from National Association of State Departments of Agriculture (NASDA) and support from the Trade Show Office (TSO).

F. Exhibitor Problems:

Nil

G. Photographs (in addition to those shown in Section IIB):





H. Public Relations/Advertising:

Post sent out over 2,000 invitations to invite F&B contacts from our database to visit the U.S. Pavilion at the show. Post also updated the ATO website to further attract more F&B visitors to meet with U.S. exhibitors at the Show.